

**UTAH OFFICE OF TOURISM
BOARD MEETING AGENDA**
Friday, January 8th, 2021 – 10:00am to 12:00pm
Virtual Meeting Via Zoom:

<https://us02web.zoom.us/j/89233542194?pwd=TndSMFhFNDBvakRnZDErUHFCMEpLdz09>

[Meeting ID: 892 3354 2194](#)

[Passcode: 061250](#)

1. Welcome & Introductions: Lance Syrett, Chair - 10:00 am
2. Oath of Office - Jim Powell: Notary Lorraine Daly - 10:05 am
3. Approval of Minutes: Lance Syrett - 10:10 am
4. Welcome Dan Hemmert, Executive Director, Utah Governor's Office of Economic Development - 10:15 am
5. Managing Director Report: Vicki Varela, Managing Director, Utah Office of Tourism - 10:25 am
6. Marketing Committee Report:
 - a. Ski+ Campaign update - 10:35 am
Jonathan Smithgall, Vice President Digital Marketing and Media, Love Communications
Andrew Gillman, Tourism Creative and Content Director, Utah Office of Tourism
 - b. Southern Utah+ Winter update - 10:50 am
Jonathan Smithgall, Vice President Digital Marketing and Media, Love Communications
Andrew Gillman, Tourism Creative and Content Director, Utah Office of Tourism
 - c. International Trade and PR update- 11:00 am
Rachel Bremer, Tourism Global Markets Director, Utah Office of Tourism
 - d. Public Relations update - 11:15 am
Anna Loughridge, Public Relations Manager, Utah Office of Tourism
Marissa Mallory, Senior Director, JPR
Audrey Niedenbach, Account Supervisor, JPR
7. UTIA Update: Sara Toliver, Executive Board Member, Utah Tourism Industry Association - 11:40 am
8. Announcements/Upcoming Events – Board and Public - 12:00 pm

Meeting adjourned

The February board meeting will be held on Friday, February 12th, via Zoom.

Red Emerald Strategic Plan Imperatives

1. Prioritize quality visitation, not simply quantity of visitors
2. Distribute visitation
3. Continue powerful branding
4. Enable community-led visitor readiness
5. Improve organizational effectiveness